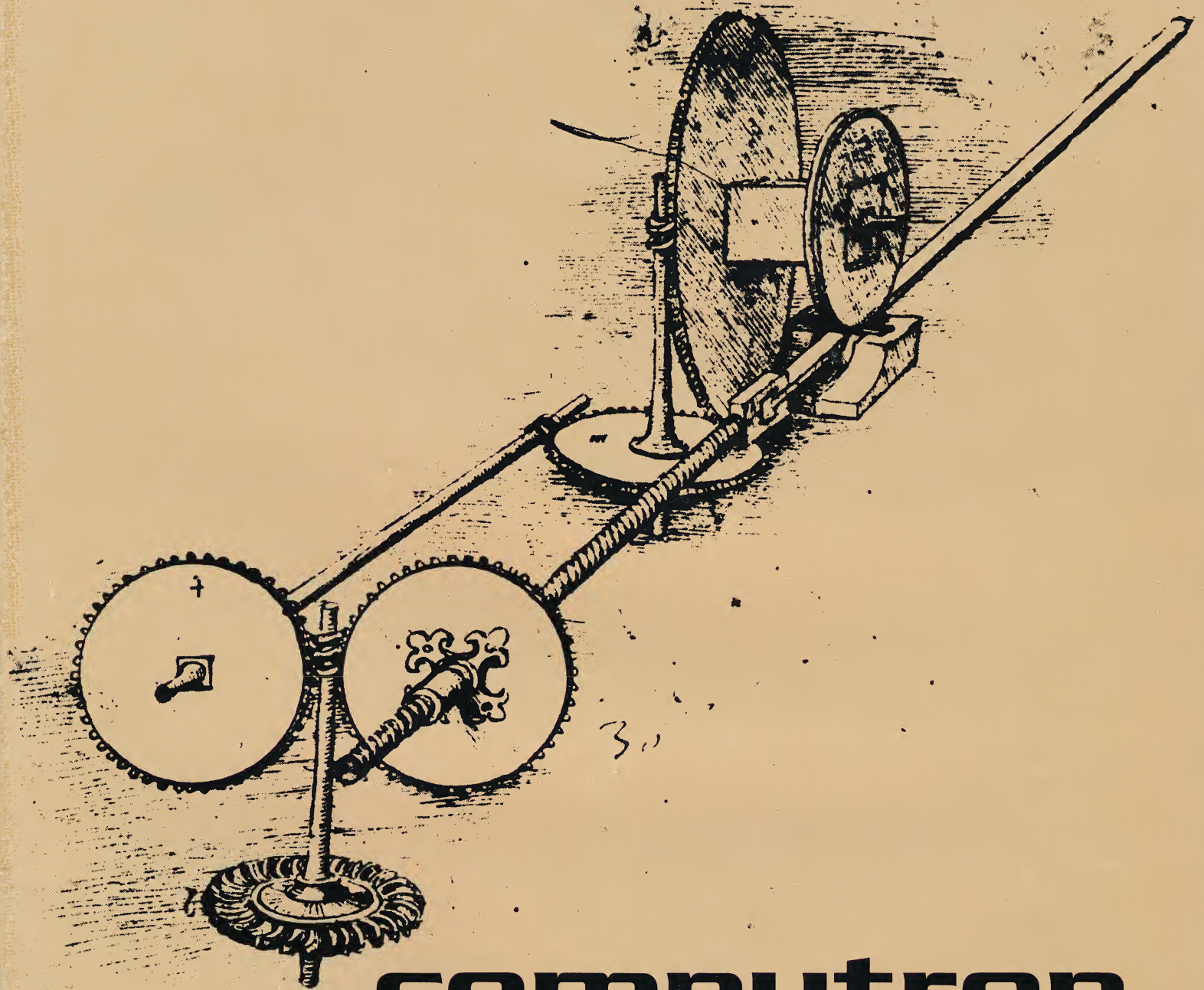
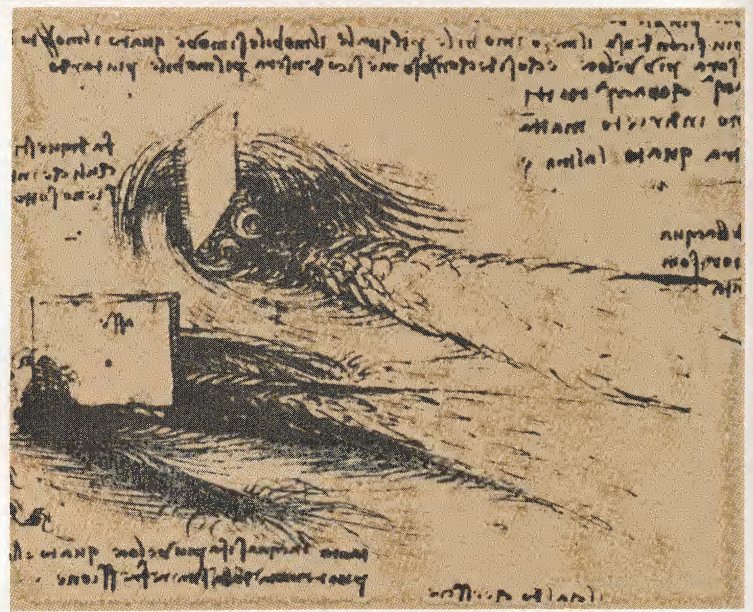


OFFICE AUTOMATION



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Great Figures in the History of Technology
Leonardo Da Vinci



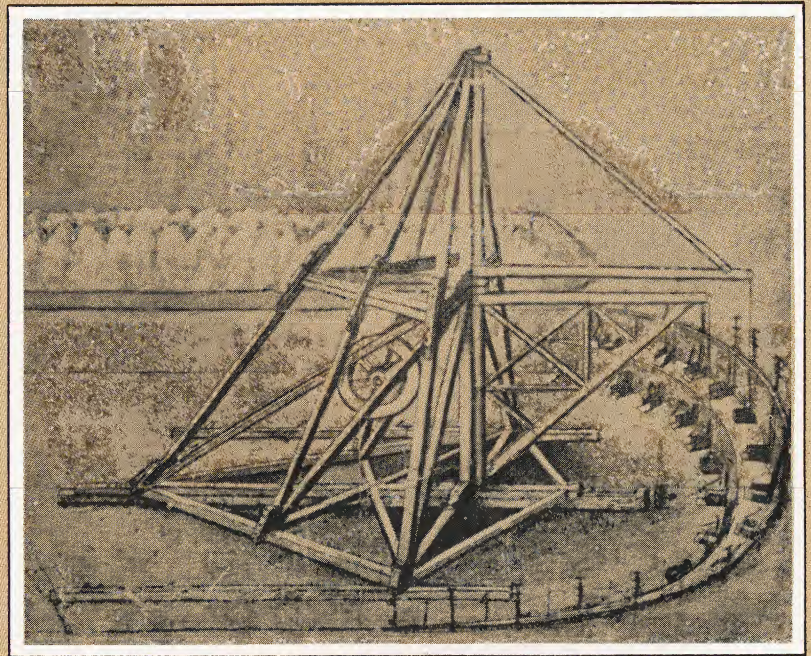
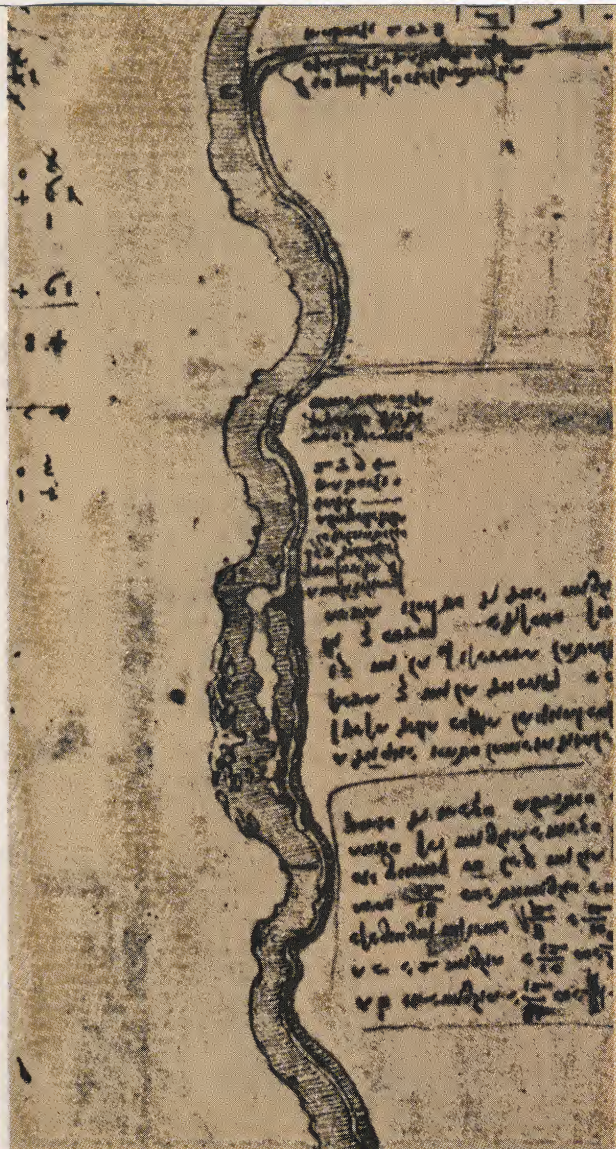
It's the thinking behind it that makes great technology work.

In the late 15th century Leonardo Da Vinci combined the capabilities of artist, engineer and geologist in the composition of an integrated waterworks system for the agro-industrial and trade development of Italy's Arno River valley. Leonardo's plan was centered around the creation of a waterway opening Florence to the sea. Outside Florence the unnavigable river was to be diverted towards the towns of Prato and Pistoia, irrigating the surrounding plains and supplying power for the wool industries located there. The most difficult mountain obstacle was

to be by-passed by a tunnel which would run directly through the mountain.

Leonardo's many inventions for this project included a canal digging machine to solve the labor shortage problem, and a measuring device designed to ensure that two tunnels started on opposite sides of the mountain would meet each other at the right point. His studies for this project led to the first significant formulation of hydraulics theory in history. With his work, mechanics came into its own as an applied science.

Throughout history, great innovations have been the key to growth and prosperity. It is a confirmation of that principle that 450 years later the development of the Arno River region began with the building of Leonardo's proposed tunnel and major portions of his projected canal system.



Above: Leonardo's treadmill-powered digging machine. Left (this page): Leonardo traced the bends in the Arno River from Pisa to Empoli, near Florence. Far left: Leonardo's self-portrait and a study of hydraulics in which Leonardo examines the behavior of liquid particles impelled by a motion different from that of the mass of which they are part.

Computron Systems is a subsidiary of Computron Technologies Corporation, a leader in technological innovation. Our commitment is to seeing that the revolution in office automation systems succeeds in creating new human resources to solve the business problems of the coming decades. Those resources will only be created through application of the most advanced technologies on a continuous basis.

Just as the advent of the assembly line changed working relations and procedures in manufacturing, computer technology is challenging every established method of office management and industrial processing. Computron has joined forces with the independent firm National Word Processing, Inc., one of the leading office automation consulting firms, to ensure you, from conception through implementation of your system, a working team which represents the

most comprehensive range of expertise available in the development of modern office systems.

Our staff operates as an interdisciplinary team of specialists who translate pioneering computer industry advances into practical solutions for our clients' organizational and business problems. Whether it's word processing and report generation for Standard Research Corporation, word processing/distributed processing for AT&T, or fully integrated on-line office systems for small and large manufacturing and distribution companies, we look for solutions which will do more than cut your office costs. Solutions which will mean better products and services, better utilization of individual productivity, and faster, better-informed management decisions.

At Computron we understand that technology is not mere machines.

computron systems



See Computron's Great Figures in the History of Technology at

NCC Office Automation Conference, March 3-5, 1980
Booth #1404, World Congress Center, Atlanta, Georgia

Middle East Business Equipment Show, March 16-20, 1980
Booth #136, Bahrain Exhibition Centre, Bahrain

Hanover Fair '80, April 16-24, 1980
Cebit, Booth #809, Hanover, West Germany

1980 National Computer Conference, May 19-22, 1980
Booth #4032, Anaheim Convention Center, Anaheim, California

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COMPUTRON TO MARKET FULL OFFICE AUTOMATION SYSTEMS

March 3, 1980-- Computron Systems, Inc. a Division of Computron Technologies Corporation, has announced a promotional campaign which will highlight its comprehensive services in office automation. The campaign is being inaugurated at the NCC Office Automation Conference in Atlanta, Georgia, March 3-5, 1980.

To illustrate its emphasis on planning, training and software, Computron has chosen an unusual marketing approach utilizing "Great Figures in the History of Technology."

At four separate conferences in the United States and abroad over the next three months, Computron will feature exhibits under the slogan "It's the thinking behind it that makes great technology work," illustrating the role of leading historical

A Division of Computron Technologies Corporation

figures such as Leonardo da Vinci, Benjamin Franklin, Robert E. Fulton and Thomas Edison in fostering economic growth and prosperity through the application of their scientific research.

In conjunction with this announcement Computron has announced its collaboration with the independent firm National Word Processing, Inc., in order to provide full support in the implementation of the " Office of the Future." Together, the two firms will provide customized multi-function office systems.

The firms constitute a working team which they believe represents the most comprehensive range of expertise available in the development of modern office systems. The team will be able to work on a single project from the strategic planning phase through complete implementation, including hardware installation, training, start-up support, and software development for business and specialized applications. Particular emphasis will be placed on integrated word and data processing systems, including telecommunications and electronic mail, and interfacing data and word processing to phototypesetting.

Both firms are uniquely equipped for specialization in this field. Computron Systems has functioned as a leader in

technological innovation during the seven years of its existence. Computron's approach to systems analysis - and its special commitment to minicomputers - has allowed it to be particularly successful in perfecting the "user oriented" features required by the growing use of DP systems by personnel with little or no DP experience. With this approach the firm has achieved the phenomenal rate of growth of 400 percent in five years.

The president and founder of National Word Processing, Inc. is Robert Greenblatt. Before specializing in the improvement in office systems, Mr. Greenblatt was the Manager of Systems Support for the Corporate General Services Group of Citibank, NA and was responsible for introducing word processing to the Bank. He has over 15 years of diversified experience in systems analysis, systems planning, word processing and office automation.

Gennaro Vendome, Computron's Vice President for Sales explained the unusual marketing approach. "Bob Greenblatt wrote somewhere that the term 'Office of the Future' is misleading because the technology exists today. This is exactly the point. The technology exists, but the application of the technology is still largely in the future."

"Our commitment is to seeing that the technology is used", said Vendome. Everyone has tremendous expectations," he stressed, "not simply that automation will cut office costs, but more importantly that we will be able to utilize untapped resources among office personnel. None of this will be possible without applying the most advanced technologies on a continuous basis."

Vendome likened the potential impact of Office Automation Systems to the advent of the assembly line. "Just as the assembly line changed working relations and procedures in manufacturing, the application of computer technology is challenging every established method of office management. For quite a few years ahead the success or failure of any office automation project will depend tremendously on the planning -- and on the involvement and cooperation of the personnel most affected."

Vendome noted that this is the reason that the field of office automation specialists is growing. "There are a number of excellent consultants in the field," said Vendome, "but, we are unique in offering support at all phases of office automation,

including hardware installation and package and custom software." "Our staff includes specialists in fields as diverse as telecommunications, statistics, business administration and photocomposition," he added.

Computron will be displaying their Great Figures in the History of Technology at the following conferences:

- o Office Automation Conference, March 3-5, 1980
Booth 1404, World Congress Center, Atlanta, Georgia.
- o Middle East Business Equipment Show, March 16-20, 1980
Booth 136, Bahrain Exhibition Center, Bahrain
- o Hanover Fair '80, April 16-24, 1980
Cebit Booth 809 Hanover, West Germany
- o 1980 National Computer Conference, May 19-22, 1980
Booth 4032, Anaheim Convention Center, Anaheim, Ca.